Ushering in 2020 —
The 1st year of the Neo Future
Know the Company
Full of Energy and Expertise
to Bolster the Future of the Manufacturing Industry

Expectations are growing for artificial intelligence (AI), the internet of things (IoT), autonomous driving, mobility as a service (MaaS) and digital transformation (DX).

At the same time, everyone feels uneasy about the speed at which technological innovation is happening and the difficulty of foreseeing the implications of such innovation for their future. How will technological innovation transform the industrial structure in the years ahead? Today, people are unprecedentedly interested to look beyond what we can now see.

Against such a background, now is the time for the chief executive of a company to make its growth strategy transparent and tell all stakeholders within and outside the company how confidently he or she is determined to navigate it through the fast-changing industrial environment. Such leadership is certainly more essential than before to keep the Japanese economy growing.

Nikkei Business Publications, Inc. is now offering a “Special Top Interview 2020” plan as an opportunity of which your company makes best use to disseminate its “growth strategy.”

Two plans are available to meet the unique needs of your company.

**LIMITED PLANS: Special Top Interview**

**Magazine Plan**

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<tr>
<th>Plan</th>
<th>1 magazine</th>
<th>JPY 1,200,000</th>
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(excl. tax/incl. production fees)

Normal rate (4C2P): JPY 1,760,000 (excl. tax)

- Nikkei Electronics, January 2020 issue (on sale on Fri., Dec. 20, 2019)
- Nikkei Monozukuri, January 2020 issue (on sale on Fri., Dec. 27, 2019)
- Nikkei Automotive, February 2020 issue (on sale on Sat., Jan. 11, 2020)

**Web Plan**

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<th>Plan</th>
<th>Display as Nikkei xTECH Special</th>
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<tr>
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Viewers attraction via Nikkei Business Online Edition will be added with a total of 8,000 page views guaranteed*.

*If this PV goal is not achieved, the duration of online display on Nikkei xTECH will be extended.

Application deadline: Fri., Oct. 18, 2019 / Interview date: up to Thu., Oct. 31, 2019 / Proofreading completion: Mon., Dec. 9, 2019

**An attractive option**

To be reprinted in Dec. 23/Dec. 30, 2019 combined issue of Nikkei Business
(on sale on Fri., Dec. 20, 2019)

Nikkei Business Online Edition

*Advertorial rates exclude fees for interview coverage and production. Using a well-known intellectual or celebrity, additional fee will be added. In case long-distance travel for interview is needed, additional traveling fee will be added.

*Advertorial rates exclude consumption tax.

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Get to know the company that sets the stage for the manufacturing industry’s future growth

We give catchy advertorial coverage of innovation occurring to the business and technology fields where company is prominently active. An interview-style or dialogue-style is superbly effective in letting all stakeholders be aware of company’s growth strategy.

> Interview-style
> Dialogue-style

※ Using a well-known intellectual or celebrity, additional fees and coordination fees will be added.

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Digital transformation (DX): A sea change in industry structures and business models

The rapid advancement and full-utilization of digital technologies will accelerate the redefinition of products and business flows in the fields of manufacturing, distribution, social infrastructure, and logistics. This will result in transforming industry structures and business models in every sector.

A full-blown drastic transformation of the automotive industry is gathering speed

New-generation vehicles developed under the “CASE” (Connected, Autonomous, Shared and Electric) concept, will finally hit the road. This fast-racing evolution will definitely entail a sea change in vehicle manufacturing, sharing data, visualizing on-site infrastructure and collaboration, full IT utilization is indispensable for the automotive industry.

Optimizing intelligent edge and cloud strategies to build a highly effective AI/IoT system

AI and IoT technologies are most likely to drastically change the near-future landscapes of society and industry. Adopting these new and exciting technologies presents adequate scenes by applying adequately structured systems. Because of such necessity, due attention is being paid to the method to build and utilize a highly effective AI/IoT system.

Visualizing, optimizing, automating and adding self-sustainability to production site data for full utilization

The manufacturing industry has embarked on industrywide efforts to improve both productivity and product quality by mobilizing knowledge and capital, and by implementing optimization and digitization across all industries. To facilitate industrywide collaboration, full IT utilization is indispensable for sharing data, visualizing on-site infrastructure and optimizing, automating and adding self-sustainability to information-driven jobs and operations.

Advanced materials as a key source of innovation in the machinery industry

Japan is unique as an area that has one of the world’s densest concentrations of material manufacturers (leading the world’s material technology and component and machinery makers capable of utilizing materials’ potential to the full, thus developing products with newly added values). Indeed, the presence of a supply chain that delivers necessary materials and components in a timely and effective manner and supports development and production as well is indispensable.

A neo supply chain that completely supports development and production

Companies now have to give serious consideration to customization — developing products that meet specific market needs and controlling output, precisely reflecting demand. Those manufacturers, that can quickly develop, produce and supply what customers need, will have stronger potential for new sales and greater potential ofreaching the market. The presence of a supply chain that delivers necessary materials and components in a timely and effective manner and supports development and production as well is indispensable.

Systematizing Japan’s ‘on-site adaptability’ to resolve workforce shortage and enhance competitiveness

As Japan faces socioeconomic difficulties due to the quickening birth rate and the aging of the population, experienced employees and skilled factory-hands reach the mandatory retirement age with little chance of new entrants in the labor force growing. The manufacturing sector is keenly seeking to systematize ‘on-site adaptability’ experiences to stay competitive.

Outstanding topics in the manufacturing industry in 2020 — The 1st year of the neo future era

Japan is unique as an area that has one of the world’s densest concentrations of material manufacturers. Smart factories are getting smarter and smarter thanks to the remarkable advancement of manufacturing systems, such as robotic manufacturing equipment and reality tools. Essentially, Japan, when there is a country that can be said to have mastered the art of making products and is a trend setter, requiring, therefore, to continue to develop innovative and effective solutions for utilizing advanced manufacturing systems.

The driving forces behind the world’s manufacturing industry robots, manufacturing equipment and machine tools

Target sectors: electronics, analogue systems, telecommunications, electronic devices, electronic design, electronic products, etc. Application is in Technology,受邀 Accessing material, production and manufacturing equipment, researching and developing, etc. the automotive industry, electronics industry, and other advanced manufacturing industries.